

Lottoday Cookie Policy

Introduction

When you visit or access our website or when you interact or engage with our services (collectively, "**Products**"), we use (and authorize third parties to use) web beacons, cookies, pixel tags, scripts, tags and other technologies ("**Tracking Technologies**").

The Tracking Technologies allow us to automatically collect information about you and your online behavior, as well as your device (for example your computer or mobile device), in order to enhance your navigation on our Products, improve our Products' performance and customize your experience on our Products. We also use this information to collect statistics about the usage of our Products, perform analytics, deliver content which is tailored to your interests and administer services to our Users, advertisers, publishers, customers and partners.

In addition, we may merge information we have with information collected through Tracking Technologies and with information we may obtain from other sources and, as a result, such information may become personal Information.

We also allow third parties to collect information about you through Tracking Technologies, for analytics, bug reporting, security, marketing and ad-targeting purposes.

What are cookies?

Cookies are small text files (composed only of letters and numbers) that a web server places on your computer or mobile device when you visit a webpage or an app. When used, the cookie can help make our websites, mobile apps and services more user-friendly, for example by remembering your language preferences and settings. You can find more information about cookies at www.allaboutcookies.org.

Cookies are widely used in order to make websites work in an efficient way. The use of cookies allows you to navigate between pages efficiently. Cookies remember your preferences, and make the interaction between you and the website and our services smoother and more efficient. Cookies are also used to help ensure that the advertisements you see online are relevant to you and your interests.

When do we store cookies?

We store cookies when you visit or access our website or when you interact with our services – these are called "first party cookies". In addition, cookies are stored by other third parties (for example our analytics service providers, business partners and advertisers) who run content through our services – these are called "third party cookies". Both types of cookies may be stored either for the duration of your interaction with our services or for repeat visits.

What types of Tracking Technologies do we use?

There are five main types of Tracking Technologies:

- **Strictly necessary –**

These Tracking Technologies are essential to enable you sign in, navigate around and use the features of our websites or services, or to provide a service requested by you (such as your username). Examples include remembering previous actions (e.g. entered text) when navigating back to a page in the same session. We do not need to obtain your consent in order to use these

Tracking Technologies. These Tracking Technologies can be used for security reasons - for example to detect violation of our policies, identify and prevent fraud, fulfill your requests and to support other security features.

- **Functionality –**

These Tracking Technologies allow us to remember choices you make (as your user name, language) and provide enhanced and a more personalized features. The information these cookies collect remains anonymous and they cannot track your browsing activity.

- **Performance –**

These Tracking Technologies collect information about your online activity, including behavioral data and content engagement metrics. These Tracking Technologies are used for analytics, research and to perform statistics (based on aggregated information).

- **Targeting or advertising cookies –**

These Tracking Technologies are used to deliver tailored offers and advertisements to you, based on your derived interests. They can also be used to cap the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by our advertisers (for example advertising networks) and provide them insights about the people who see and interact with their ads, visit their websites or use their app.

- **Social media cookies –**

Our website and services may include social media features, such as the Facebook "Like" or "Share" buttons. These features are either hosted by a third party or hosted directly through our services. Your interactions with these features are governed by the privacy statement of the company providing these features.

The following table below summarizes the cookies we use.

Cookie	Type	Purpose	Description
Google Analytic	Third party cookie	Performance	This cookie is used to collect information about how visitors use our website and services. We use the information to compile reports and to help us improve our services. The cookies collect information in an anonymous form, including the number of visitors to our website and services, where visitors have come to our website and the pages they visited. Privacy Policy
Facebook	Third party cookie	Social media and advertising	Facebook store cookies which allow the Facebook "Like" social sharing functionality but only if you click on the Facebook "Like" button on our Platform or log in to the Platform using your Facebook account. Privacy Policy
Mix Panel	Third party cookie	Performance and targeting	This cookie is used to track visitors' interactions with our website in order to measure and analyze these interactions and to provide tools for targeted

			communication with them. Privacy Policy
Push Crew	Third party cookie	Targeting and advertising	This cookie is used to reach out website visitors and users, based on their interests or actions on our website, by sending seamlessly push notifications and alerts to whatever browser or device they are using. Privacy Policy
Other Tracking Technologies	First and third party Tracking Technologies	Strictly necessary	Other unlisted Tracking Technologies might be in use on internal sections of the website or our services.

How to manage your cookie settings

Please note that we do not recognize or respond to automated browser signals regarding Tracking Technologies, including "Do Not Track" requests. However, there are various ways in which you can manage and control your cookie settings. Please remember that, by deleting or blocking cookies, some of the features of our website or services may not work properly or as effectively.

Turning off cookies via your web browser

Most web browsers will provide you with some general information about cookies, enable you to see what cookies are stored on your device, allow you to delete them all or on an individual basis, and enable you to block or allow cookies for all websites or individually selected websites. You can also normally turn off third party cookies separately. Please note that the settings offered by a browser or device often only apply to that particular browser or device.

Information about cookies is usually found in the "Help" section of the web browser. Below are some links to some commonly used web browsers:

- [Chrome](#)
- [Chrome for mobile](#)
- [Internet Explorer and Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Safari](#)

Turning off third party cookies

You can turn off certain third party targeting/advertising cookies by visiting the following link:
[Network Advertising Initiative](#)